

Clear Sky Ahead?

How to Find the Bright Spots in a Still Challenging Economy

If you have heard enough negative news about the economy to last a lifetime, you are not alone. While not completely out of harm's way, there are areas of promise if you can find them.

You may not be able to singlehandedly change the Gross Domestic Product or get national credit flowing better, but you can make decisions that will help you run a better business in 2012. Get the information the PROS use and stay ahead of your competitors. Educate yourself on this key economic forecasting data. This is the most up to date and regionally specific information available. What does it mean for you? The speaker, Dr. Mason, will outline where we are headed locally.

When: Thursday, March 8, 2012

Time: 8 a.m. Registration and Networking

8:30 a.m. Presentation Begins

9:30 - 10 a.m. Q & A and Discussion

Where: University of North Florida

University Center

12000 Alumni Drive

Jacksonville, FL 32224

Cost: \$25

Register: www.advantagebizmag.com/events

Topics to be presented include:

- Current unemployment rates and the expected trend
- Inflation expectations
- Presidential election implications
- Strength of the US dollar
- Europe in turmoil and why you should care
- Hidden problems and opportunities with historically low interest rates
- Are we in danger of losing the U.S. dollar as the world's reserve currency?
- The certain "uncertainty"
- The flow of money locally

Speaker Sponsor:



Location Sponsor:



About Dr. Paul Mason, Ph.D.

Dr. Paul Mason, Ph.D. is the professor of economics in the department of economics and geography at the University of North Florida. He completed his Ph.D. in economics at the University of Texas in 1984 while teaching economics at Southwest Texas State for four



years. He taught finance at Clemson University for one year before he began his employment at the University of North Florida in 1985. Dr. Mason progressed through the academic ranks and became a full professor in 1994 and an endowed professor in 2009. Dr. Mason became chairman of the department in May 2002 and has continued in that capacity until June 2011.

Dr. Mason is a co-author of the book "The Economic Consequences of State Lotteries" and more than 40 articles regarding numerous topics in economics including casino gaming, banking structure economics education, the economics profession, and gasoline pricing. Dr. Mason is also very active in the community with consulting involving statistics, and as expert witness in litigation involving economic damages.

About LEIP

Dr. Mason in the faculty director of the Local Economic Indicator Project (LEIP) program that provides a local consumer price index, leading indicators, stock price index and seasonality adjustments to local unemployment rates. The team consists of eight former and current college students from UNF.

Register online at www.advantagebizmag.com/events or by phone at 904-222-8140